

Nothing by After the News

Glasgow based brand consultancy, After the News, have just concluded a week of designing nothing.

The agency, normally renowned for it's ability to design something, has rejected claims that this represents a radical change of creative direction.

The groups creative director Neil McGuire commented, 'Usually by this point in the week we'd have designed at least one generic brand identity, and be considering ways of rolling this out strategically throughout a clients operation.'

'It'd then be the normal course of action to devise some unnecessarily complex guidelines for the strategic implementation of the identity, employing a reductive methodology to distill the most vibrant and interesting of organisations down to a set of simplistic and over-used visual signifiers'.

'It'd also be normal practise for us to be considering a set of limiting, and often garish colours to constitute the essential 'corporate colour palette'. We'd then spend a great deal of time and energy convincing the client that these colours were 'their' colours, despite the fact they are all derived from a universally accessible visual spectrum, available to all mankind.' This week the agency, in McGuire's own words, have done 'non of the above'.